



*be inspired*



thebluetribe  
COMPANY

# Home Design Ideas

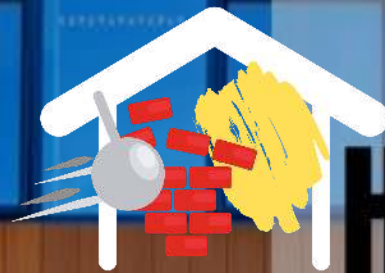
## Energy Efficient Renovations



# FINAL REPORT

RENOVATE OR REBUILD - SEASON 1

*Be inspired*



RENOVATE  
OR REBUILD

**Home Design Ideas**  
**Energy Efficient Renovations**

# 1. Executive Summary

## 1.1 About the Project

Our homes already produce around 13 per cent of Australia's greenhouse gas emissions. If our population continues to grow at its current rate, to an estimated 41 million people by 2050, we will need to construct as many as 197,000 homes a year. This is in addition to the estimated \$36BN of home renovations that occur in Australia each year. Whether these homes make our cities and communities safe, resilient and sustainable or contribute to combating climate change and its impacts by leading the transition towards a lower carbon, 100% renewable future is up to us.

In a world first, this project employed a science based communications strategy involving the creation of a Lifestyle TV show that integrated the latest research in behavioural science to accelerate the uptake of net zero energy/carbon homes in Australia's residential housing sector.

## 1.2 Outcomes

In this project we achieved the following:

- 8 x 1 hour episodes of a new Lifestyle TV Show that premiered on channel 9Life on 4 October 2021
- Delivered our sustainability message to 3,241,328 viewers on Channel 9
- Created a top rated TV show on Channel 9Life
- 100,110 views on Youtube
- Reached 86,262 people on Facebook
- Reached 96,021 people on Instagram
- Published over 400 social media posts
- Presented communications approach at numerous industry conferences including Green Building Council of Australia Transform 2021, Building Products Industry Council (BPIC) Annual Conference, Housing Industry Association Annual Conference, Australian Sustainable Built Environment Council AGM, and CSIRO's webinar series. The combined audience size of these events is estimated to be in the order of 3500.
- Renovate or Rebuild was the winner of the Communications for Impact category for the [33rd National Banksia Sustainability Awards](#)



WINNER OF THE 2022  
**BANKSIA COMMUNICATION  
FOR IMPACT AWARD**



SPONSORED BY  
**currie**

## 1.3 Key Lessons

As a world first there were numerous lessons in the execution of the communications strategy.

### **Impact Community Model**

The key lesson from the project related to the use of the impact community model.

The impact community model did not work as anticipated on the project. The concept of the impact community was based on the idea of getting a number of mission aligned organisations to actively promote the show and its sustainability message in a coordinated way. Due to a range of organisational barriers this proved to be ineffective.

What did work was utilising the influence of the talent (show presenters). The talent have strong social media followings with the target audience and became role models to the viewers.

Another approach that also proved effective was to coordinate the project sponsors and their associated networks to cross promote each others content. This approach worked as the sponsors had a vested interest in increasing the engagement of the social media content.

The following are the recommendations for future applications of this impact community model:

- Work with key influencers who already have established social networks with the target audience for the communications strategy. This partnership should continue beyond the TV show broadcast to ensure the messaging becomes normalised over time.
- Leverage the commercial partner networks to enhance reach.

### **Show Format**



Generally the show format was well received and built a consistent audience across the season. Based on audience feedback there are two key format changes that will be considered for the next series:

- Integration of some form of build element into the show.
- Removal of the competition element from the storyline.

### **Enhanced Industry Skills in Communicating Sustainability**

Over the course of the project we undertook numerous presentations about the design of Renovate or Rebuild at conferences and industry events. We have seen organisations like Sustainability Victoria actively adjusting the language they use to communicate the benefits of sustainable housing based on the learnings from Renovate or Rebuild.

Organisations like ABB and Westpac are now exploring the edutainment approach adopted in Renovate or Rebuild to promote home energy efficiency automation and sustainable loan products.

This enhanced industry capability could have far reaching impacts for other initiatives.

### **Next Steps**

Filming of Season 2 of Renovate or Rebuild will commence in mid 2022 to continue to deliver its message until sustainable housing becomes the new normal.

# RENOVATE OR REBUILD

## 2. PROJECT OVERVIEW



## 2.1 Introduction

The project set out to drive the uptake of net zero energy/carbon homes in the Australian residential sector through application of a consumer mass media campaign in collaboration with of industry participants.

The communications strategy was developed around the creation of flagship TV show, 'Renovate or Rebuild', that was designed to increase consumer awareness of the benefits of net zero energy/carbon homes and to ultimately drive consumer demand and sales of net zero energy homes in Australia as well as renovations of existing homes to achieve net zero energy/carbon performance.

## 2.2 Background

### **In The Beginning - 2014 to 2017**

The development of Renovate or Rebuild dates back to 2014 and extensive industry deliberation facilitated by the Department of Planning and Environment (previously Office of Environment and Heritage) through its Collaborative Sustainable Housing Initiative (CSHI). The CSHI identified a desire amongst industry to activate this market, and to harvest the resulting commercial and economic growth opportunities.

Through this engagement industry agreed a vision of the CSHI to:

“Create mainstream demand for quality homes that are comfortable and healthier to live in, are affordable, and have a positive impact on our environment.”

This vision aimed to develop a mainstream market for homes that were differentiated by their superior environmental performance over the existing housing stock. The goal was to grow construction industry jobs and revenue, as home buyers and renovators invested more in the construction aspects of higher quality homes.

Unfortunately, experience and industry opinion was that this market did not currently exist, and that consumers were ignorant of (or do not value) the benefits of environmentally sustainable housing features.

However, a significant body of research demonstrated favourable aspirations for energy efficiency and environmental sustainability, amongst Australian home buyers and

renovators. Virtually all studies indicate a positive relationship between better energy performance and increased property value.

Furthermore, research showed that there was substantial latent desire for the “co- benefits” that environmentally sustainable housing can bring such as comfort, health, community, and affordability.

Whilst the research demonstrated consumer interest in energy efficient housing the challenge of how to stimulate market demand from consumers remained unresolved.

### **An Idea is Born - 2018**

In 2018, new social science research insights emerged from the Low Carbon Living CRC (LCLCRC) and revealed that the current ‘top down’ education approaches aimed at changing consumer behaviours to adopt sustainable housing options (including concepts like net zero energy homes) have been largely ineffective.

One of the key findings arising from the examination of the social research undertaken by the LCLCRC is that sustainability should be communicated in a more mainstream way and in particular there was an opportunity to learn from mainstream broadcast media with an emphasis on entertainment and story-telling that has been shown to resonate with homeowner/renovators’ aspirations and lifestyles – and reflects and shapes the ordinary cultural context for home ownership/renovations.

Based on the evidence from the social research and feedback from extensive industry engagement a proposed concept for a mass media communications project was developed. The concept was to use mass media style content to generate demand from consumers and to help housing industry partners achieve product differentiation through the integration of sustainability and use of brand driven storytelling techniques with the ultimate goal to drives sales of high performance sustainable homes.

The concept had two key objectives:

- To stimulate desire in consumers for sustainable solutions; and
- To create a path to market for sustainable designs by showcasing of projects by builder/s with the intent of setting key design trends that the broader market aims to mimic.

To achieve this outcome and implementation plan was developed in which the concept for Renovate or Rebuild was created with the goal of creating a broadcast quality TV show



about sustainable housing supported with an integrated communications framework to drive demand for energy efficient housing in Australia.

The plan sought to develop a commercially self-sustaining model due to the long timeframes required for system level change.

The project secured funding from the CRC Low Carbon Living in November 2018 to develop a pilot a TV show pilot in order to test the key elements of the proposed business model and validate the behavioural science. The pilot episode was called “Renovate or Rebuild’ and was targeted at the existing residential building stock. This project validated that a reality television show, with a supporting behaviour change framework, can influence consumer decisions towards more sustainable housing.

In mid 2018 ASBEC and the CRC for Low Carbon Living also developed *Growing the market for sustainable homes* – a roadmap outlining four steps to build momentum:

- differentiate sustainable housing in the market
- train and reward the construction industry
- build awareness (the mass media approach)
- broadcast the positive business case

*Growing the Market for Sustainable Homes: Industry Roadmap* acted as a key catalyst to bring together key stakeholders to implement the mass media project.

### **Testing the Idea - 2019**

In early 2019 a 30 minute pilot episode was produced and tested with a series of consumer focus groups run by the CSIRO as well as utilising online analytics data. The outcome of this validation process confirmed that the target audience was strongly engaged with the show, that the show create consumer desire for more information, and that the format was able to shift consumer behavioural intent.

The validation process also provided areas requiring improvement, in particular that the show needed to provide more detail on the “sustainability features” featured in the show.

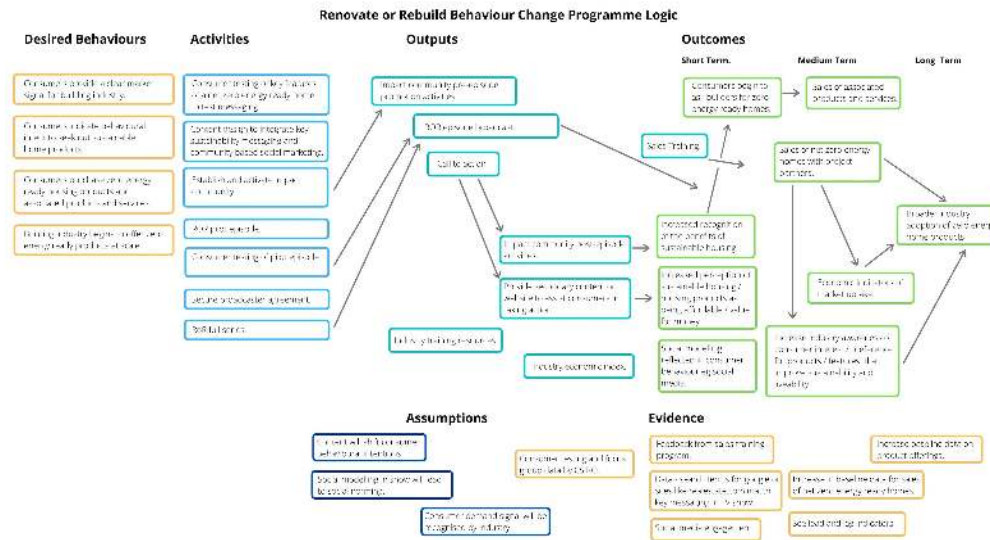
As a consequence of this validation process a full series concept was developed based on a 1 hour format.

In late 2019 Channel 9 committed to broadcast a full series of Renovate or Rebuild.

### **Putting the Plan into Action - 2020**

In 2020 the project outputs were licenced to a new media start-up with the objective of securing the necessary funding through a sponsorship/advertising model to produce a full series of Renovate or Rebuild.

The full series design incorporated a behaviour change logic as shown below (click image to download pdf version).



The response from Industry was strong but by March 2020 the global COVID-19 pandemic was a growing crisis resulting in the project being shelved due to uncertainty surrounding the impact on the sector.

When confidence in the building industry returned in late 2020 the media start-up again approached industry partners for sponsorship and were able to secure sufficient funding to produce season 1 of Renovate or Rebuild.

### Lights, Cameras, Action - 2021

Production of season 1 commenced in February 2021 in what proved to be an extremely challenging production environment as the show was filmed in five different states across Australia in the middle of the global COVID-19 pandemic with the associated border closures and restrictions.

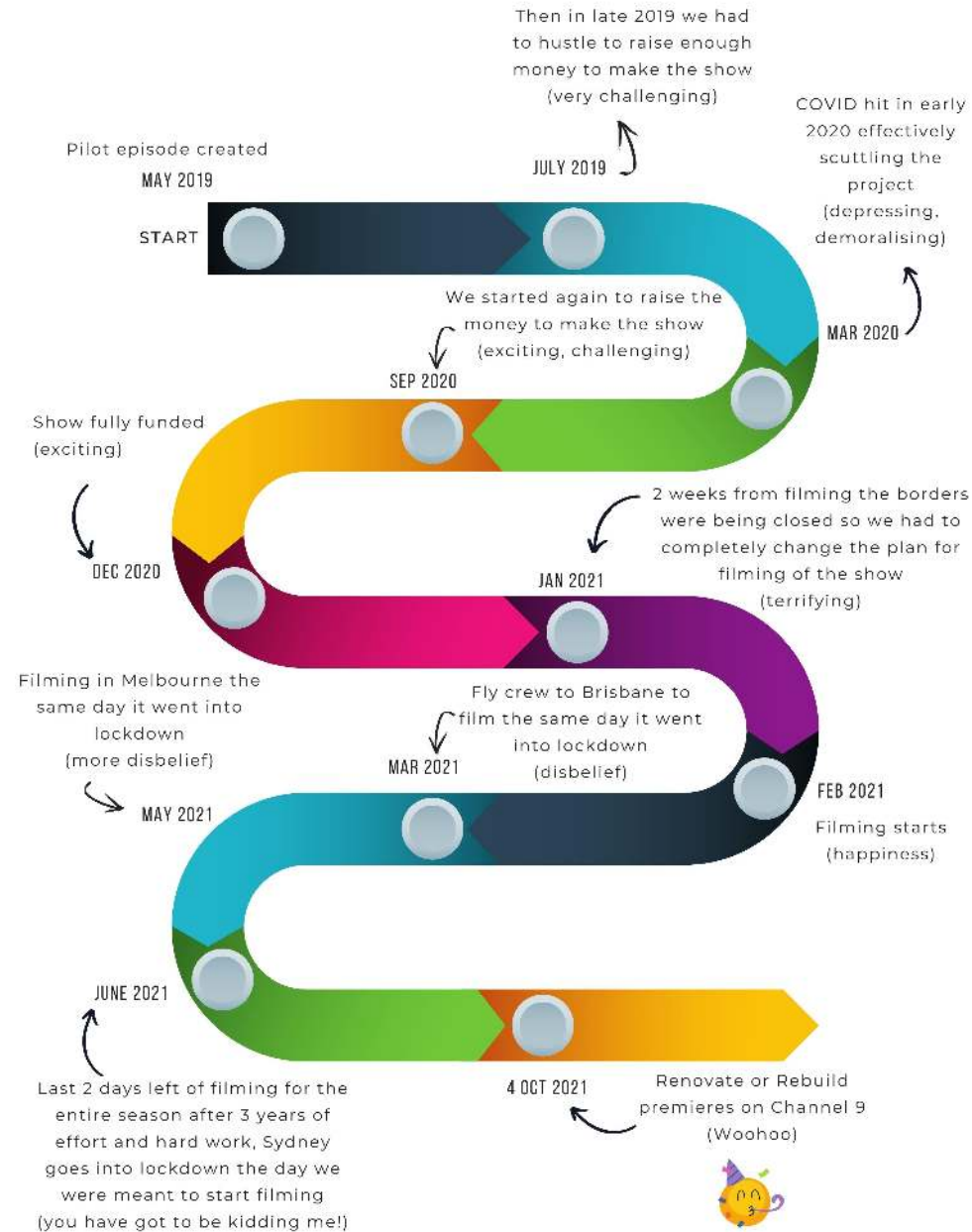


The emotional roller coaster of creating Renovate or Rebuild is shown below...





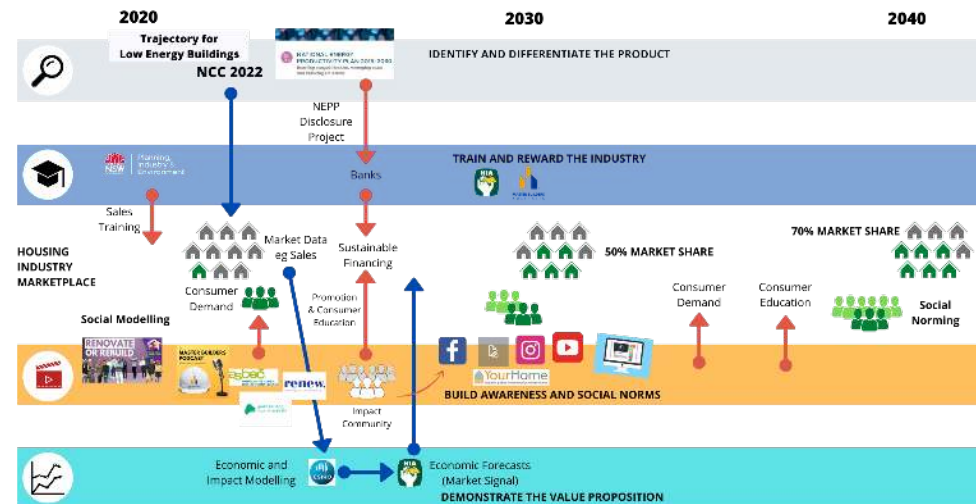
## THE JOURNEY - THE CHALLENGES & EMOTIONS



## 2.3 Systems Level Approach

The project took a systems level approach to drive change in the Australian housing sector and to accelerate Australia's low carbon home future. This approach required collaboration across industry sectors and key industry partners.

To deliver the TV show project we formed Taskforce Z(ero) which includes the Green Building Council of Australia, CSIRO, ASBEC, Housing Industry Association, Master Builders Australia, NSW Department of Planning Industry and Environment, ReNew, and the Department of Industry Innovation Science Energy and Resources (DISER). These organisations were instrumental in supporting the project through the ups and downs as well as creating broader industry engagement.



The communications project focussed on building awareness and social norms by employing a communications framework that used popular storytelling – in the form of reality TV – alongside social media content and an ‘impact community’.

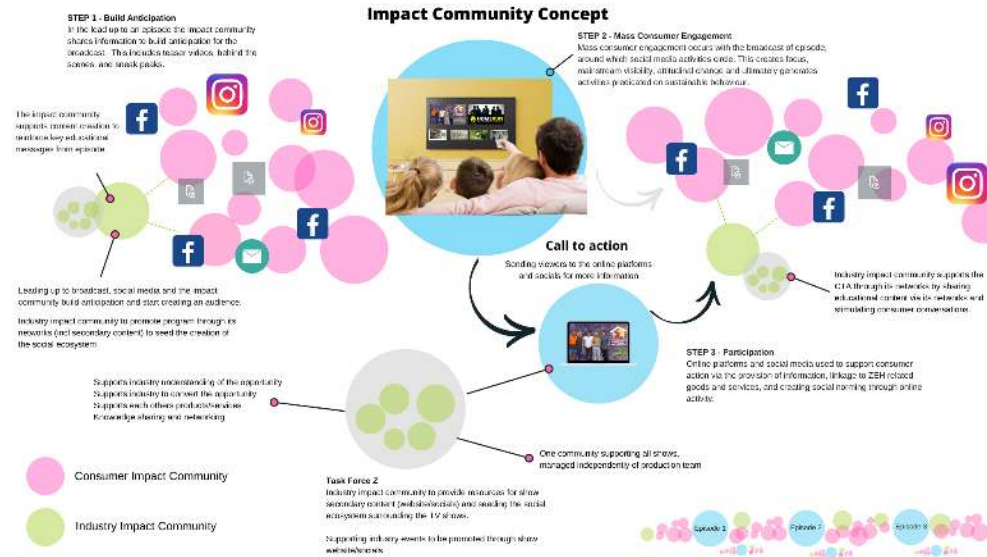
The communications framework had three interconnecting levels.

Level 1 – Flagship mainstream TV show to create awareness, interest and desire with lead stories featuring sustainable homes



Level 2 – Social media and edutainment content continuing the call to action and linking to routes for participation and action

Level 3 – An impact community of NGOs, community groups, local government and aligned businesses facilitating direct participation and action – the solutions for viewers



## 2.4 About Renovate or Rebuild

Renovate or Rebuild is a 60-minute lifestyle show where two teams compete to convince a family that they have the best solution to providing more space, comfort and reduced energy bills.

Team Renovate believe the family should renovate their existing home, while Team Rebuild think the family should knock down and rebuild.

In each episode you are taken on a journey through the design process whilst exploring amazing homes and products as the teams juggle the challenges of meeting the clients brief and budget whilst aiming to create an amazing design for a home that is healthy, comfortable and efficient.

The two solutions are judged by an expert panel on style, sustainability, and cost but ultimately the decision will come down to the family - will they renovate or rebuild?

#### **2.4.1 Example Episode**

The video below is episode 6 from season 1. In this episode we meet a young family from New Lambton Heights, a suburb 9 kilometres west of Newcastle's central business district.

Going head-to-head are Team Renovate, Andy and Deb and Team Rebuild, Norm and Jess.

NSW's Team Rebuild Norm and Jess were contestants on Channel 9's 2018 series of The Block. Norm is a builder and Jess co-host on Triple M's breakfast show and recently captured Australia's hearts on Channel 10's "I'm a Celebrity...". The comedy king Andy and styling queen Deb of The Block's 2019 series at The Oslo bring their renovation skills to NSW's Team Renovate. With this pairing you are sure to finish every episode with a smile on your face.



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## 3. SUSTAINABILITY INTEGRATION

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# Home Design Ideas Indoor Outdoor Living



## 3.1 Key Sustainability Themes in each Episode

A key aspect of the communications project was the integration of key sustainability themes into the narrative of this show.

The following are the key themes integrated into the show.

- Climate Zone
- Orientation
- Cross ventilation
- Zoning
- Building Materials
- Insulation
- Windows
- Shading Controls
- Home Energy Rating (NatHERS)
- Efficient Heating & Cooling
- Efficient Hot Water
- Efficient Appliances
- Solar Power + Batteries
- All-Electric Home
- Electric Vehicles

Most of these themes are touched on in every episode but each episode has a different emphasis on a small number that relates to the particular homes featured. The following summarises the main themes in each episode.

Date	Episode	Key themes (bold have stronger focus)
4 Oct 21	EP1 Burleigh Heads QLD	Climate Zone <b>Orientation</b> <b>Cross ventilation</b> Efficiency heating and cooling <b>Solar energy</b> Energy Star Ratings (NatHERs)
11 Oct 21	EP 2 Croydon VIC	<b>Orientation</b> <b>Insulation</b> Efficiency heating and cooling Solar energy and battery storage Electric Vehicles
18 Oct 21	EP3 Malabar NSW	<b>Orientation</b> <b>Cross ventilation</b> Zoning <b>Building Materials</b> Insulation <b>Windows</b> Home Energy Rating (NatHERs) Solar Power + Batteries
25 Oct 21	EP 4 Currimundi QLD	<b>Climate Zone</b> <b>Cross ventilation</b> <b>Home Energy Rating (NatHERS)</b> Efficient Heating & Cooling Solar Power

1 Nov 21	EP5 Phillip Island VIC	<b>Climate Zone</b> <b>Orientation</b> Zoning Insulation <b>Shading Controls</b> Home Energy Rating (NatHERS) Solar Power + Batteries <b>All-Electric Home</b>
8 Nov 21	EP6 Newcastle NSW	<b>Orientation</b> Cross ventilation Insulation Home Energy Rating (NatHERS) <b>Solar Power + Batteries</b>
15 Nov 21	EP7 Blackrock VIC	<b>Orientation</b> <b>Windows</b> Shading Controls Home Energy Rating (NatHERS) <b>Efficient Heating &amp; Cooling</b> Solar Power

22 Nov 21

EP8 Finale

Climate Zone

**Orientation**

**Cross ventilation**

Zoning

Building Materials

Insulation

Windows

Shading Controls

**Home Energy Rating (NatHERS)**

Efficient Heating & Cooling

**Solar Power + Batteries**

**All-Electric Home**

Electric Vehicles

As an example, the following video is an off-grid home featured in episode 4 .



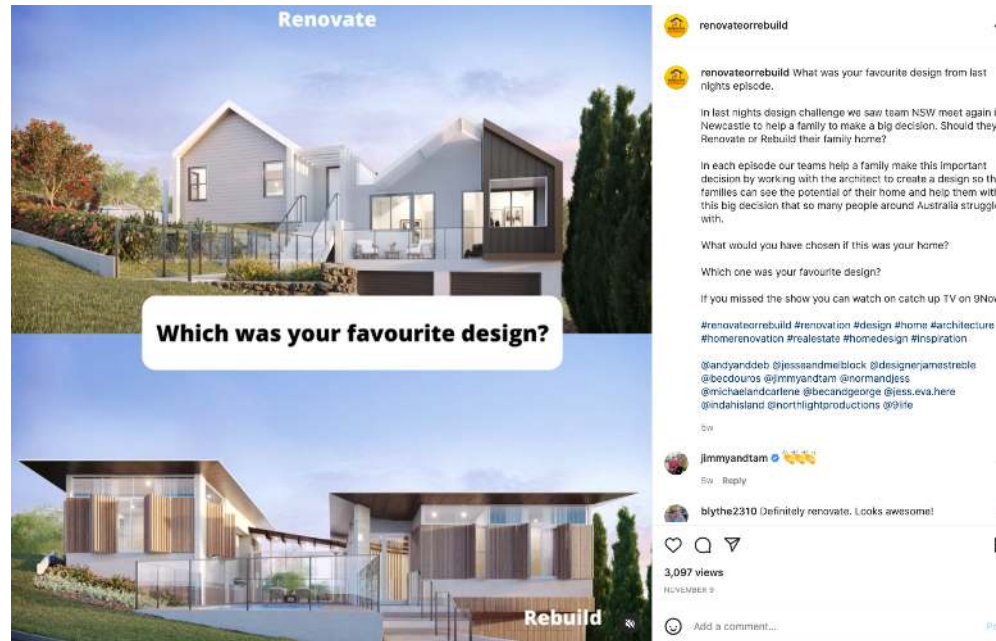
## 3.2 Level 2 Content

In addition to the TV show the communication framework included social media and edutainment content that integrated key sustainability messaging.

This content was published based on a 7 day schedule. The following is the schedule for this level 2 content.

Day	Content	Purpose
Friday (before Monday night broadcast)	Episode teaser.	Create awareness and anticipation.
Monday	Episode broadcasts.	
Tuesday	<p>Social media interaction to discuss sustainable design elements of designs.</p> <ul style="list-style-type: none"> <li>•Instagram story poll – what was your favourite design – Renovate or Rebuild?</li> <li>•Instagram post - what was your favourite design - Renovate or Rebuild?</li> <li>•Facebook post - what was your favourite design - Renovate or Rebuild?</li> </ul>	Social norming of sustainability related themes eg energy efficiency.
Wednesday	Edutainment video on different theme (see below).	Reinforce social norming and create call to action.
Tuesday - Friday	Brand related social media content.	Support move towards action

The following are some examples of the level 2 content.



### 3.3 The Messenger Effect

CSIRO research has shown the importance of the messenger effect in influential reality TV design. “Most attention in research has been paid to how to create messages that are likely to evoke changes in behaviour, but when these messages are presented by people (rather than in written form, for example), then the characteristics of the messenger can also impact on the effectiveness of the message. Very broadly, a messenger that is perceived to have higher credibility and/or trustworthiness is likely to be more persuasive.”

To enhance the messenger effect of the TV show key influencers were chosen to present the sustainability messaging of the show. These influencers were well known former contestants of The Block (Australia most popular reality TV show).



### 3.4 Impact Producer

Another key aspect of the project was the role of the Impact Producer for the TV show. The Impact Producer is a specialist Executive Producer on the TV show whose responsibility is to oversee the implementation of the social and behavioural science-based communications framework into the TV show production to support the industry transition to more energy efficient renovations and net zero energy ready homes. Key activities of the Impact Producer were as follows:

- Development of scripts for the TV show and integration of key messages and sustainability themes;
- Supervision and oversight of production activities including filming and editing to ensure implementation of key sustainability themes, social and behavioural science; and
- Project management of supporting secondary content and impact community activities.





# MONDAY NIGHT



"Renovate or Rebuild was the top rated show on Channel 9Life for the Monday broadcast"

Channel 9 Programming

MONDAY 1<sup>ST</sup> NOVEMBER  
8.30PM ON 9Life

# 4. Outcomes

## 4.1. Summary

In a world first, this project employed a science based communications strategy involving the creation of a Lifestyle TV Show that integrated the latest research in behavioural science to accelerate the uptake of net zero energy/carbon homes in Australia's residential housing sector.

We achieved the following:

- 8 x 1 hour episodes of a new Lifestyle TV Show that premiered on channel 9Life on 4 October 2021
- Delivered our sustainability message to 3,241,328 viewers on Channel 9
- Created a top rated TV show on Channel 9Life
- 100,110 views on Youtube
- Reached 86,262 people on Facebook
- Reached 96,021 people on Instagram
- Edutainment videos achieved 16,193 views
- Published over 400 social media posts across Instagram, Facebook and Youtube
- Presented communications approach at numerous industry conferences including Green Building Council of Australia Transform 2021, Building Products Industry Council (BPIC) Annual Conference, Housing Industry Association Annual Conference, Australian Sustainable Built Environment Council AGM, and CSIRO's webinar series. The combined audience size of these events is estimated to be in the order of 3500.
- Renovate or Rebuild was the winner of the Communications for Impact category for the [33rd National Banksia Sustainability Awards](#)



## 4.2. TV Ratings

Television audiences in Australia are measured by OzTAM and RegionalTAM.

OzTAM is the official source of television audience measurement for the five mainland metropolitan markets in Australia – Sydney, Melbourne, Brisbane, Adelaide and Perth – and nationally for subscription TV.

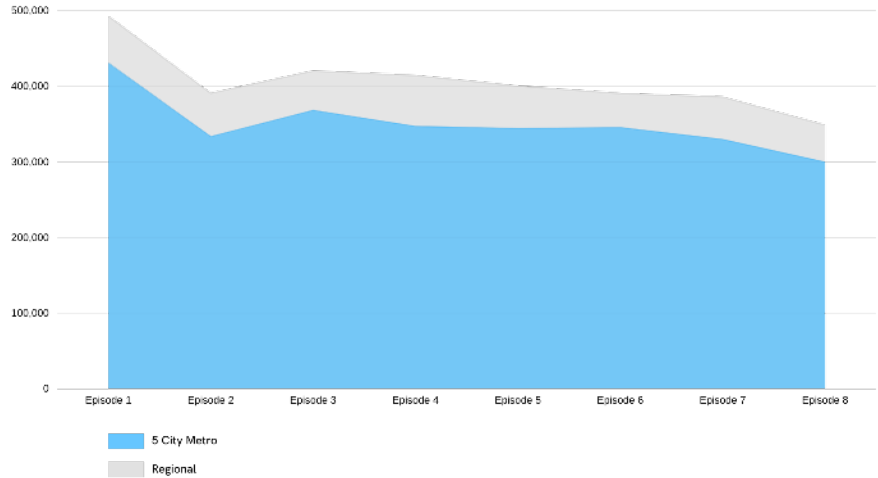
OzTAM TV ratings are audience estimates that are based on actual viewing behaviour of 5,250 homes in Australian metro cities. The homes provide a representative sample of the Australian population and when the TV in these homes is switched on, the meter lights up and asks who is watching. Viewers log in and out when they enter or leave the room and the meter gauges all TVs within the home.

For season 1 the target was to achieve an audience reach of 2.8million.

The following are the ratings for season 1 of Renovate or Rebuild. The show achieved a total audience reach of 3,241,328 across the 8 episodes.

Channel 9Life Reach

3,241,328



+



## 4.3. Social Media

Throughout the project we published over 400 social media posts across Instagram, Facebook and Youtube.

Instagram  Home Messages + Share Comment Like

renovateorrebuild [Edit Profile](#) [Settings](#)

188 posts 12.5k followers 63 following

Renovate or Rebuild  
 Official Instagram for Renovate or Rebuild 🏠  
 Watch now on @9life  
[www.renovateorrebuild.com.au](http://www.renovateorrebuild.com.au)

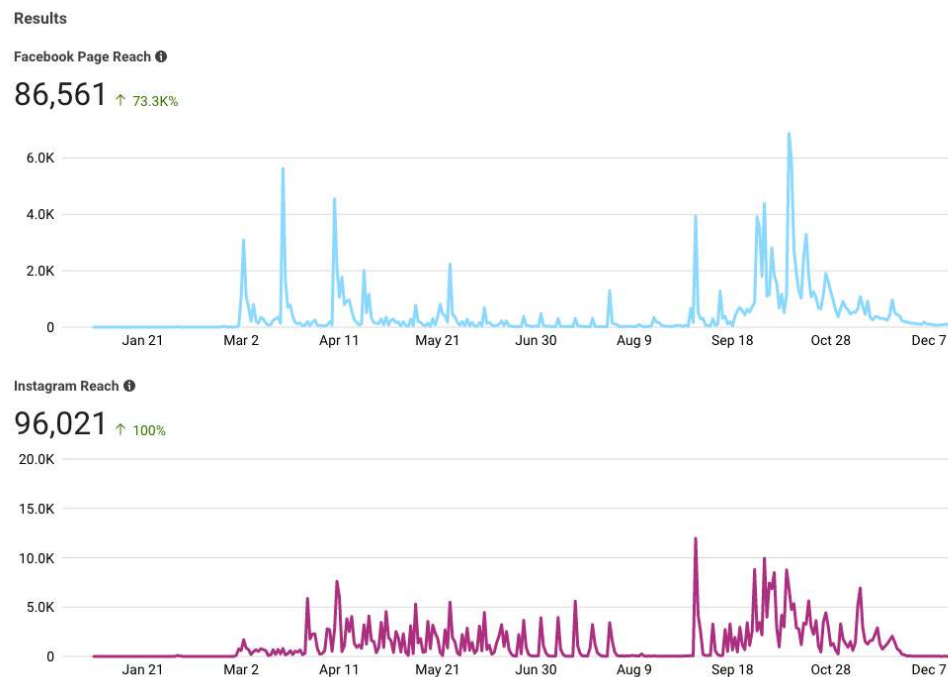
[EP7 Vote](#)
[EP6 Vote](#)
[EP5 Vote](#)
[EP 4 Vote](#)
[EP 3 Vote](#)
[EP 2 Vote](#)
[EP 1 vote](#)

[POSTS](#)
[VIDEOS](#)
[SAVED](#)
[TAGGED](#)

The grid contains 12 posts:

- 1. Exterior of a modern two-story house with large windows.
- 2. Close-up of a modern house's facade with vertical slats.
- 3. A group of people in blue shirts standing in front of a white trailer.
- 4. Interior view of a modern living area with a dining table and chairs.
- 5. Exterior of a house with vertical wooden slats.
- 6. A person in a blue shirt working on a structure outdoors.
- 7. Aerial view of a construction site with solar panels on the roof.
- 8. A man and a woman talking, with text overlay: "Episode recap available Tap link in bio".
- 9. A group of people standing together, with text overlay: "MONDAY NIGHT MINDY 8.30PM ON".
- 10. Exterior of a modern house with a balcony.
- 11. Exterior of a modern house with a balcony.
- 12. A close-up of the word "TESLA" on a wall.

The following is the analytics data for Instagram and Facebook based on @renovateorrebuild accounts only. The social media content was also shared by the presenters on the show and therefore the overall reach of the project is expected to be significantly more due to size of their existing following (refer to the impact community data below).



## Audience Demographics

Renovate or Rebuild was designed with a specific target customer segment in mind.

The target audience was females, 35-55 years old, degree educated, with a household income of \$150,000+, working full time, most likely with children. The data from Instagram and Facebook shows that our social media following was consistent with our target audience.

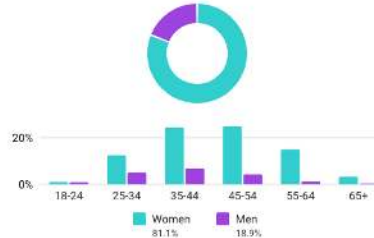
**Audience**

Current audience Potential audience

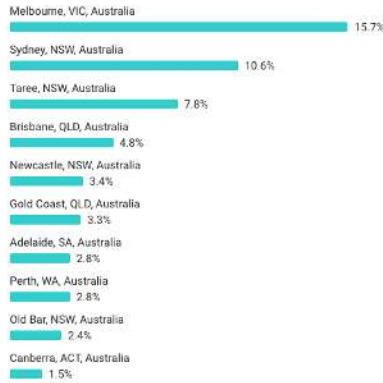
**Facebook Page Likes**

1.5K

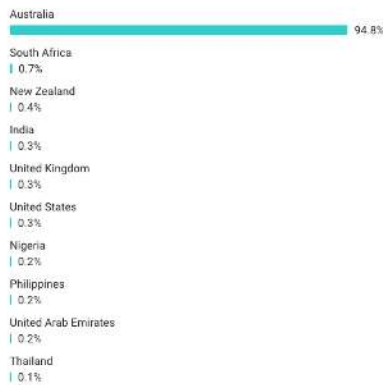
**Age & Gender**



**Top Cities**



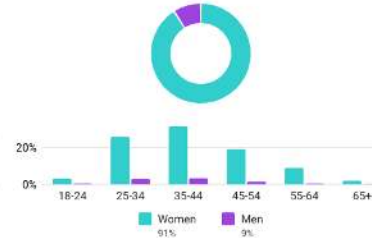
**Top Countries**



**Instagram Followers**

12.6K

**Age & Gender**



**Top Cities**

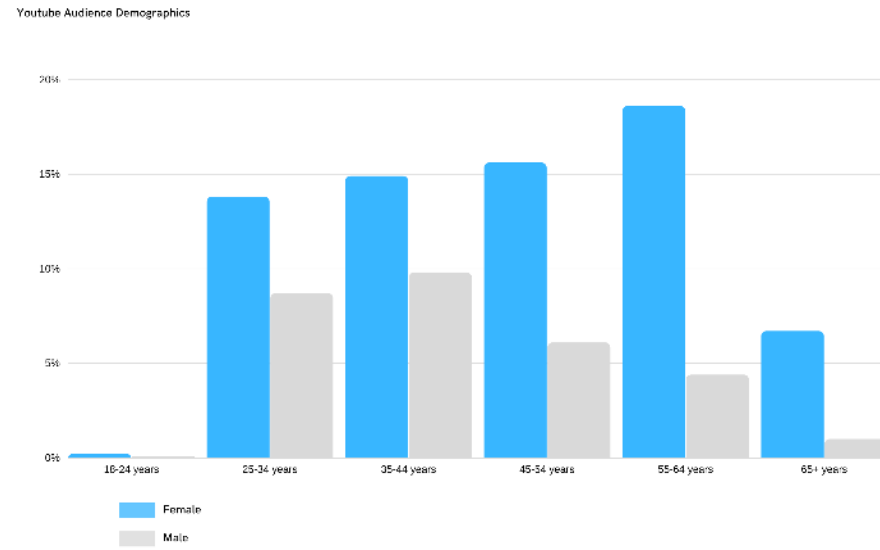


**Top Countries**

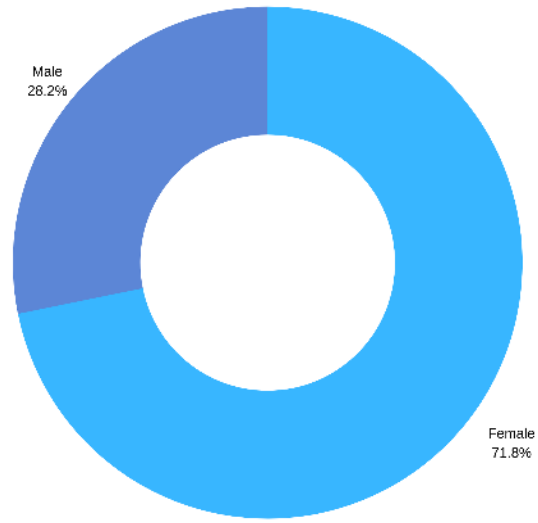




Data from Youtube also reinforced this female demographic.



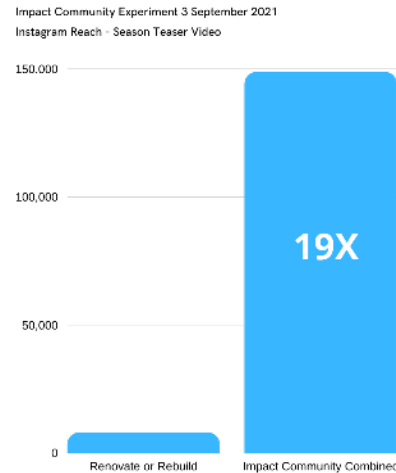
Youtube Audience Demographics



## 4.4. Impact Community

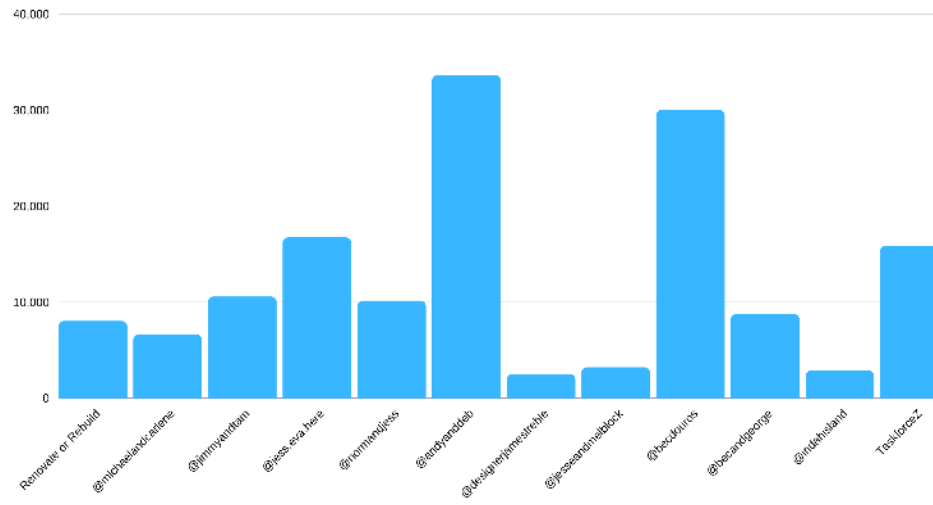
The Impact Community model did not work as we had anticipated on the project however the data shows that the approach has significant potential to scale the reach of the sustainability messages.

The following demonstrates the potential of using the Impact Community approach by getting numerous people to work together.



The use of the Impact Community approach created a 19X impact on the reach of the season teaser video. The main source of this leverage was achieved due to the talent (influencers) and their existing social media following as shown in the breakdown below. (Note the Taskforce Z reach was based on a combination of participants and self reported reach).

Impact Community Experiment 3 September 2021  
Instagram Reach - Season Teaser Video





# 5. Season 1 Brand Showcase

A key element of the project was securing funding through brand partnerships. The following are some of the key brands featured in season 1.

## Bondor

Bondor® is Australia's leader in complete thermal building solutions and lightweight architectural panels and are a leading manufacturer of insulated panels that help make your home comfortable whilst providing a range of luxurious finishes.

Renovate or Rebuild showcased many stunning residential projects around Australia featuring the Bondor products.

These projects used several of Bondor's leading architectural cladding solutions, including LuxeWall®, SolarSpan®, InsulWall® and BondorPanel®. These solutions demonstrate savvy use of prefabricated technology, providing ease of installation all in luxurious finishes.

## Deceuninck uPVC Windows and Doors

Energy efficient, stylish, great acoustic qualities and low maintenance. There is a lot to love about uPVC windows and doors.

This season features a range of beautiful homes incorporating Deceuninck uPVC windows and doors manufactured by Ultimate Windows in Victoria and Integra Windows in New South Wales.

## Energy Matters

Future proof your home with the right technology including solar energy, battery systems from home energy storage and electric vehicle charging systems.

The team from Energy Matters can help you with all of these technologies and connect you with their highly qualified partners.

## Sustainability Victoria

This season features a range of net zero carbon homes from Sustainability Victoria's net zero carbon homes program.

# Other brands featured in Season 1 of Renovate or Rebuild



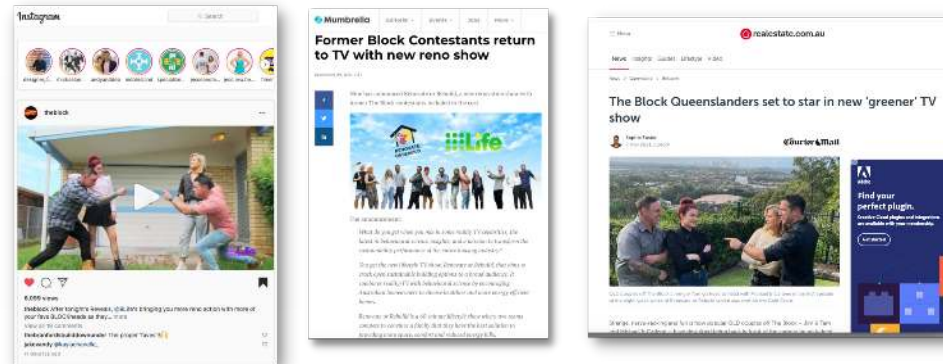




# 6. MEDIA



The goal of Renovate or Rebuild was to reach a mainstream audience with a message about sustainable housing. The TV show generated lots of mainstream media interest associated with its sustainable message. Here is a selection of some of the media coverage.



Click the media logos below to see the media articles.



mediaweek



THE FIFTH STATE **V** OUR PLANET  
OUR BUSINESS



Domain



MANNING RIVER  
**Times**

PHILLIP ISLAND & SAN REMO  
**ADVERTISER**



“ *What do you get when you mix in some reality TV celebrities, the latest in behavioural science insights, and a mission to transform the sustainability performance of the entire housing industry?*

*You get the new lifestyle TV show, Renovate or Rebuild, that aims to crack open sustainable building options to a broad audience.*

Mumbrella, 21 September 2021



A group of ten people, including men and women, are posing for a group photo on a grassy hill. They are dressed in casual, outdoor-style clothing. Some are wearing t-shirts with logos like 'NORTH LIGHT' and 'CREW'. The background features a panoramic view of a city with a prominent skyline of skyscrapers, likely Sydney, Australia, under a blue sky with scattered clouds. The group is arranged in two rows, with some people standing and others kneeling or crouching in the front. The overall atmosphere is relaxed and professional.

# 7. Discussion and Key Lessons



The following are some of the key lessons learnt from the project.

## 7.1. Impact Community Model

The key lesson from the project related to the use of the impact community model.

The impact community model did not work as anticipated on the project. The concept of the impact community was based on the idea of getting a number of mission aligned organisations to actively promote the show and its sustainability message in a coordinated way.

An online platform, [taskforcez.com.au](http://taskforcez.com.au), was established to coordinate the activities and impact community participants were asked to complete three simple tasks each week. The first task was to promote the weekly episode teaser video, the second task was to engage with social media posts immediately after each episode, and finally to promote the edutainment content each week.

Whilst a number of individuals participated, their social networks were often already sustainability aligned and hence did not reach the mainstream.

Key partner organisations that had agreed to participate faced a range of organisational barriers in promoting a more commercial version of Renovate or Rebuild through their social media channels despite the sustainability objectives of the project.

What proved to be effective in achieving the objectives of the impact community in promoting social media content to further educate consumers was the use of the talent from the TV show. The talent have strong social media followings with the target audience and became role models to the viewers.

Another approach was to coordinate the project sponsors and their associated networks. When it became clear the impact community approach wasn't working as effectively as we had envisaged we organised a group meeting between all the project sponsors to encourage them to cross promote each others content. A daily task email was then sent out to partners with instructions on what to post and when. This approach proved to be effective as the sponsors had a vested interest in increasing the engagement of the social media content.

The following are the recommendations for future applications of this impact community model:

- Work with key influencers who already have established social networks with the target audience for the communications strategy. This partnership should continue beyond the TV show broadcast to ensure the messaging becomes normalised over time.
- Leverage the commercial partner networks to enhance reach. This needs to be planned in the lead up to the broadcast of the TV show.



## 7.2. Show Format

Generally the show format was well received and built a consistent audience across the season. There were however two key lessons that will be used to adjust the format for future series:

- It was clear from viewer feedback that there is a desire for the audience to see the builds.
- The competition element of the show appears to be unnecessary to maintain engagement.

The key feedback we received from the audience was a desire to see the builds completed for the show. The show was created to focus on the design aspects of renovating or rebuilding however based on audience feedback we are exploring opportunities to include a build element in season 2.

The feedback and data identified that the competition element of the show appears to be unnecessary. Feedback from Channel 9 is that viewers of shows like Renovate or Rebuild tend to view them as stand alone episodes and may watch one episode this week but then watch another in 3 weeks time. This viewer pattern means that the competition element would be lost if viewed out of sequence.

## 7.3. Increased Knowledge of Sustainability Sector

One observation we have made during the development of the project has been a shift in the thinking on how to better communicate sustainability with a mainstream audience. Over the course of the project we undertook numerous presentations about the design of Renovate or Rebuild at conferences and industry events. We have seen organisations like Sustainability Victoria actively adjusting the language they use to communicate the benefits of sustainable housing.

Organisations like ABB and Westpac are now exploring the edutainment approach adopted in Renovate or Rebuild to promote home energy efficiency automation and sustainable loan products.

## 7.4. From Idea to Outcome

The idea for this project has a long history and it is worth reflecting on what was originally envisioned and the outcomes so far.

The original implementation plan for the Mass Media Communications Strategy developed in 2018 had four key stages:

- Stage 1 - Pilot episodes to test key assumptions underpinning the business model
- Stage 2 – Full television series funded and developed
- Stage 3 - Implementation of the communications framework via national program.
- Stage 4 – Additional television seasons and new series

Objective	Outcome
Stage 1 - Pilot episodes to test key assumptions underpinning the business model	A pilot episode was created in early 2019 and tested with consumers. This validated the approach and proposed commercial model for the strategy.
Stage 2 – Full television series funded and developed including: <ul style="list-style-type: none"><li>• Validation that future series can be industry funded</li><li>• Full season produced by 2021</li><li>• Target a viewer reach of 4million+</li></ul>	Renovate or Rebuild season 1 was funded by industry sponsorship.  Broadcast of season 1 occurred on 4 October 2021 (although delayed due to COVID).  Achieved a viewer reach of 3,241,328 for initial premiere. Additional broadcast on Channel 9 proposed in 2022 will increase this audience reach.

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Stage 3 - Implementation of the communications framework via national program including:

- Flagship mainstream programming to create awareness
- Secondary content via social media
- Activation of an impact community

A flagship TV show was developed and broadcast agreement with Channel 9 secured in 2019. Season 1 of Renovate or Rebuild was created.

Created a top rated TV show on Channel 9Life.

Published over 400 social media posts across Instagram, Facebook and Youtube

- 100,110 views on Youtube
- Reached 86,262 people on Facebook
- Reached 96,021 people on Instagram

TaskforceZ activated (see key learnings above).

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Stage 4 – Additional television seasons and new series

Season 2 of Renovate or Rebuild is currently in planning with filming to commence mid 2022 and broadcast planned for March 2023.

New TV series concepts have been developed and are currently being pitched to various TV networks. These shows include "The New Jetsons" and "Stand-up Renovations".

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All of the key activities from the original implementation plan have been completed.

## 7.5. Next Steps

The following are some suggested next steps based on the journey so far:

- Evaluation of the impact of Renovate or Rebuild. This is currently underway via a research project in the RACE2030 CRC as is being led by CSIRO. Learnings from this research should inform future communications projects including Season 2 of Renovate or Rebuild.
- Development of other show concepts targeted at different market segments eg first home buyers. Note that some new TV series concepts have already been developed and are currently being pitched to various TV networks. These shows include "The New Jetsons" and "Stand-up Renovations".
- An update to the *Growing the Market for Sustainable Homes: Industry Roadmap* given that a number of the key recommendations of the original roadmap have now been actioned and implemented.

